

suitability. Farmville's commercial and industrial areas make up 12% of the urban area. These areas are concentrated in the central business district, along US 264 Alternate, and Fields Street.

### Major Routes

The Farmville Urban Area has several major routes, US 13, US 258, and US 264. These major routes provide access to five larger urban areas, Greenville, Goldsboro, Kinston, Tarboro and Wilson. This makes Farmville very attractive to residential and industrial prospects.

US 13 runs in a northeast-southwest direction. It is located in the southern part of the planning area. Travelling northeast on this route will lead to the southern part of Greenville and travelling southwest leads to Goldsboro.

US 258 runs in a north-south direction. Travelling north from the center of the planning area will lead to Tarboro; however, travelling south will lead to Kinston.

US 264 is a newly built freeway located in the northern portion of the planning area. It runs in an east-west direction. US 264 is conveniently located with Northern Greenville just seven miles to the east and Wilson approximately twelve miles to the west.

### Travel Demand

Travel Demand is generally reported in the form of average daily traffic counts. Traffic counts are taken at several locations in Farmville by the North Carolina Department of Transportation yearly to estimate future travel demands. Traffic trends over the past twenty-one years are studied and adjusted based on expected land development.

A comparison of annual growth rates from 1970 to 1991 at various count stations in Farmville showed average annual growth rates from -0.46% to 9.60%. The largest growth was on US 13/258 at the southern portion of the planning area. Typically there was a decrease in traffic at the count stations. This was due to the opening of US 264 Freeway. The main stations affected by the US 264 Freeway are US 13\258 East and SR 1200 West. Appendix A gives existing and expected average traffic volumes based on similar trends.

### Traffic Safety

Traffic accident analysis is a serious and important consideration in thoroughfare plan development. The source of traffic accidents can be broken down into three general categories. The first is the physical environment which includes such things as road condition, weather, road obstructions, and traffic conditions. The second source is associated with the